

CONSENT ITEMS

Agenda Item 19.

June 4, 2003

Project F.

**SAIL SAN FRANCISCO: TALL SHIPS EXPOSITIONS AND
ENVIRONMENTAL EDUCATION PROJECTS**

Exhibit 1

COASTAL CONSERVANCY

Staff Recommendation

June 4, 2003

**SAIL SAN FRANCISCO: TALL SHIPS EXPOSITIONS AND
ENVIRONMENTAL EDUCATION PROJECTS**

File No. 02-037

Project Manager: Neal Fishman

RECOMMENDED ACTION: Authorization to disburse up to \$75,000 to Sail San Francisco to coordinate and facilitate visits of tall sailing ships, international maritime training vessels, and other unique craft to California's coastal ports, to assist in development of waterfront festivals that highlight such ships; and to carry out educational projects for students in grades kindergarten through 12 associated with such visits.

LOCATION: Urban waterfront areas throughout the coast

PROGRAM CATEGORY: Urban waterfront restoration, and education projects

RESOLUTION AND FINDINGS:

Staff recommends that the State Coastal Conservancy adopt the following Resolution pursuant to Sections 31300 *et seq.* and 31119 of the Public Resources Code:

"The State Coastal Conservancy hereby authorizes disbursement of an amount not to exceed seventy-five thousand dollars (\$75,000) to Sail San Francisco to coordinate and facilitate visits of tall sailing ships, international maritime training vessels, and other unique craft, to California's coastal ports for purposes, including but not limited to, assisting in the development of waterfront festivals that highlight such ships; and to carry out educational projects for students in grades kindergarten through 12 associated with such visits, relating to the preservation, protection, enhancement and maintenance of coastal resources."

Staff further recommends that the Conservancy adopt the following findings:

"Based on the accompanying staff report and attached exhibits, the State Coastal Conservancy hereby find that:

1. The proposed project is consistent with the purposes and objectives of Chapter 7 of Division 21 of the Public Resources Code, regarding urban waterfront restoration.
2. The proposed project is consistent with the Project Selection Criteria and Guidelines adopted by the Conservancy on January 24, 2001.

3. Sail San Francisco is a nonprofit organization existing under Section 501(c)(3) of the U.S. Internal Revenue Code, and whose purposes are consistent with Division 21 of the California Public Resources Code.”
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PROJECT SUMMARY:

Staff is recommending that the Conservancy authorize disbursement of \$75,000 to Sail San Francisco (SSF), a nonprofit organization, to promote visitation of tall ships and international maritime training vessels and other unique craft to California’s ports, for purposes including development of waterfront festivals highlighting such ships; and to support educational projects associated with such visits. Visits by tall ships and other unique or historic vessels to California ports can draw thousands of people to the waterfront if properly publicized or as part of larger festivals. This can have a significant positive impact on the economies of waterfront areas and help in their revitalization.

Tall ships are a unique and effective setting for teaching children about the preservation, protection, enhancement, and maintenance of coastal resources. The crews of these vessels are recruited to share their knowledge of the sea through stories and hands-on activities on board the ships. The ships are resources in and of themselves and can be used to teach about California’s history, including the development of its waterfronts and ports and associated resource issues.

SSF would use grant funds to organize visits by tall ships to various California ports. It would contact both private ship owners as well as foreign governments that operate tall ships and training vessels and seek to have them come to California, both individually and as part of waterfront festivals highlighting such ships. It would coordinate these visits among various ports, publicize them, and act as liaison among local, State, federal, and foreign governments. It would ensure that the needs of the various ships are met while in California, including maritime services, technical support, and translation services. It would notify visiting vessels of available services and use volunteers to carry out cultural exchanges such as the existing Adopt-A-Sailor program, through which foreign crews visit private homes for a meal.

SSF would also help to organize waterfront festivals that highlight the visits of tall ships and other craft. This would include working with local government and the business community to sponsor these events. SSF would also offer logistical and volunteer support.

SSF would also sponsor educational projects associated with the visits of tall ships. They would work with schools to bring students on board ships for hands-on experience with the operation and maintenance of the vessels. Students would meet the crew and learn about the ships and the coast through stories and developed curricula. Students would also learn about preservation, protection, enhancement, and maintenance of coastal resources, including the ships themselves, the fragility of the ocean environment, and the relationship between the health of the ocean and human activities on land and sea.

SSF is a highly qualified organization to carry out this work. Last year they sponsored a very successful event along the San Francisco waterfront that attracted tens of thousands

of visitors over a one week period. Approximately 30 tall ships participated from as far away as Ukraine. The U.S. Department of State is in support of SSF's work in attracting foreign vessels to California (see Letters of Support).

Site Description: SSF would sponsor tall ship visits at various coastal California ports. San Francisco is a likely location for a tall ship festival in early fall of this year.

Project History: Last year the Conservancy sponsored tall ship events in San Diego, Los Angeles, and San Francisco. A grant of \$50,000 was given to the project sponsors in each port area. Each festival was very successful with hundreds of thousands of visitors in attendance over a three-week period. Recently the Conservancy granted \$300,000 to the San Diego Maritime Museum to restore the tall ship *Californian*, a replica of an 1848 revenue cutter. This ship will be docked in San Diego but as a condition of the Conservancy's grant will sail up coast, at least as far as San Francisco Bay, each year for five years, stopping at ports along the way. The object of that grant is to bring people to waterfront areas and thereby help in their revitalization.

The currently proposed grant to SSF, the sponsor of last year's San Francisco festival and the Conservancy's grantee, will build on the *Californian's* voyages this year. SSF will seek to bring other ships to California this year, at the same time that the *Californian* sails up the coast.

PROJECT FINANCING:

Coastal Conservancy	\$ 75,000
Other sources	<u>225,000</u>
Total Project Cost	\$300,000

The Conservancy's grant would come from the California Environmental License Plate Fund. This source of funding may be used for any purpose consistent with Division 21 of the Public Resources Code, and may only be used by the Conservancy or the Coastal Commission. Funds from the current fiscal year will be used.

CONSISTENCY WITH CONSERVANCY'S ENABLING LEGISLATION:

The proposed authorization is consistent with Chapter 7 (regarding urban waterfront restoration) of the Conservancy's enabling legislation, Division 21 of the Public Resources Code. In §31301, the Legislature stated that it intended to "promote the restoration of the state's vital urban waterfronts." It found that developing the State's waterfronts into environmentally sound areas would encourage tourism, public access, and private sector development that would be beneficial to citizens of the State. Promoting visits of tall ships and other unique vessels to California's urban waterfronts will encourage tourism and have the same results as the actual "creation" of visitor serving facilities, one of the methods for creating environmentally sound areas specifically mentioned in Chapter 7. Money from tourism would be expected to support private sector development, another means to convert rundown urban waterfronts into environmentally sound areas.

Section 31307 authorizes the Conservancy to award grants to nonprofit organizations for the restoration of urban coastal waterfront areas, and §31308 authorizes the Conservancy

to prioritize up to the total cost of any urban waterfront program.. Sail San Francisco is a nonprofit organization. Its promotion of ship visits to California will be part of the overall restoration of various waterfront areas.

Section 31119(a) of Division 21 authorizes the Conservancy to award grants to nonprofit organizations to undertake kindergarten through 12 educational projects relating to the preservation, protection, enhancement, and maintenance of coastal resources. The grant to SSF will be partially used for this purpose.

CONSISTENCY WITH CONSERVANCY'S PROJECT SELECTION CRITERIA & GUIDELINES:

The proposed project is consistent with the Conservancy's Project Selection Criteria and Guidelines adopted January 24, 2001, in the following respects:

Required Criteria

1. **Promotion of the Conservancy's statutory programs and purposes:** See the "Consistency with Conservancy's Enabling Legislation" section above.
2. **Consistency with purposes of the funding source:** See the "Project Financing" section above.
3. **Support from the public:** The proposed grant to SSF has wide public and government support. Letters of support have been received from the U.S. Department of State, Congresswoman Nancy Pelosi, Assemblymembers Leland Yee and Mark Leno, San Francisco Supervisors Gavin Newsom and Chris Daly, the Fisherman's Wharf Association, Pier 39, the Rubicon Children's Center, and San Francisco City Administrator William Lee. In addition, the San Francisco Board of Supervisors passed and Mayor Brown signed a resolution in support of this authorization (see letters of support attached in Exhibit 1).
4. **Location:** The tall ship visits will take place in coastal ports, including those in San Francisco Bay.
5. **Need:** No other public or private organization has taken on the role of encouraging visits to California from sailing ships and other unique vessels, especially from foreign countries. This used to be done by the Navy when they had a major presence in San Francisco Bay. The Conservancy's grant will supplement SSF's limited budget to sponsor such visits.
6. **Greater-than-local interest:** This program will have positive economic benefits in various California ports and waterfront areas. It will encourage tourism to the State. Each visit and each festival will have wide regional interest.

Additional Criteria

7. **Urgency:** Funds are needed to ensure that ships can visit California in the summer of 2003 and to coordinate this program with the expected voyage of the *Californian*.

8. **Resolution of more than one issue:** This program will help to restore the State's waterfront areas and will also provide educational opportunities for school age children.
9. **Leverage:** The majority of SSF's funding comes from individuals and private foundations. The Conservancy's funds will be leveraged at least three to one.
10. **Readiness:** SSF will begin immediately to use these funds to attract ships to California and to fund educational projects.
11. **Realization of prior Conservancy goals:** See the "Project History" section above.
12. **Cooperation:** SSF will be working with a wide range of public and private organizations and individuals to bring ships to California ports.

COMPLIANCE WITH CEQA:

The tall ship visits, public gatherings, and educational projects are consistent with the normal operations of existing port and waterfront facilities, where there is a history of such gatherings. These activities are categorically exempt from the California Environmental Quality Act (CEQA) under 14 Cal. Code of Regulations Section 15323. Upon approval, staff will file a Notice of Exemption.

EXHIBIT 1

Letters of Support